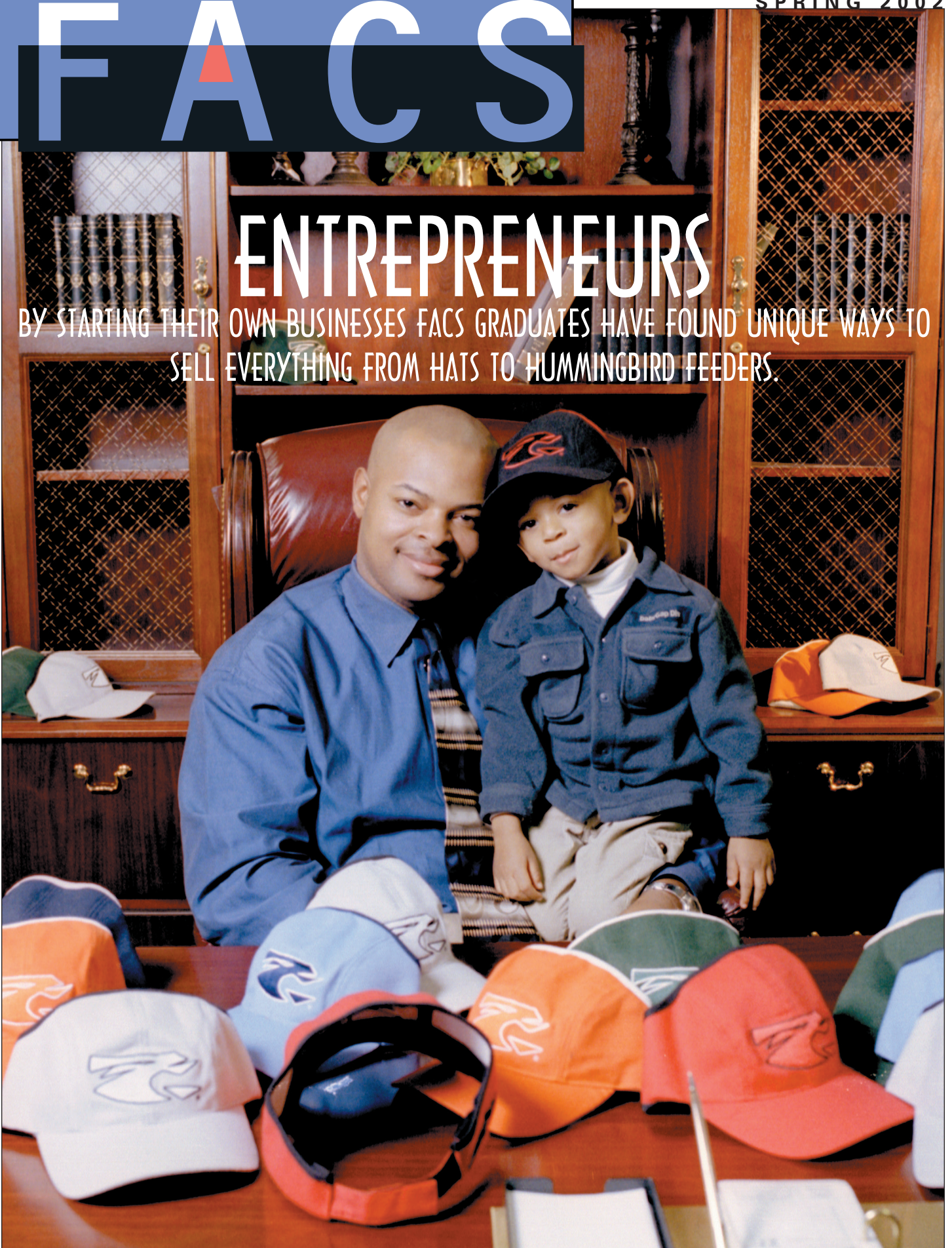


# FACS

## ENTREPRENEURS

BY STARTING THEIR OWN BUSINESSES FACS GRADUATES HAVE FOUND UNIQUE WAYS TO SELL EVERYTHING FROM HATS TO HUMMINGBIRD FEEDERS.





# Think Endowments

**Puzzled. Honored. Amazed. Grateful. Thrilled.** These words summarize the multitude of emotions I experienced when FACS Director of Development Katrina Bowers announced the establishment of the Sharon Y. Nickols International Study Award Fund at the December 2001 College Convocation.



Katrina's announcement about a deviation in the program was puzzling. All the graduates had been recognized and it was time to begin the recessional. I was truly honored when Katrina announced that an International Study Award fund had been established in honor of my ten years service as Dean. Then I was amazed to learn that more than 200 people had contributed to the fund and their gifts totaled over \$40,000! I continue to be grateful for the recognition, but more importantly, I'm grateful for the wonderful support you have given me as we have moved our College forward during the past decade. Far into the future FACS students will expand their educational experiences with support from this fund. I am thrilled. On my behalf and theirs, THANK YOU!

FACS Magazine Managing Editor Denise Horton has assembled an exciting issue focusing on entrepreneurs. The stories illustrate the point we often make to current students that the knowledge gained from earning a degree in Family and Consumer Sciences provides not just the basis for a career in a traditional FACS field, but also the foundation for working in emerging areas or becoming an entrepreneur. Becoming an entrepreneur also takes vision, creativity, and risk-taking.

It seems to me that there is a connection between the creative energy needed to establish a new endowment to benefit the College of Family and Consumer Sciences and the vision of entrepreneurs. It is summarized by these words: Thinking outside the box means nothing unless you actually step outside the box.

As the College plans creatively for the future and continues to maintain our stature in research, teaching, outreach and public service, we have many opportunities to further enhance our programs. Now is the time for those who have been thinking about creating an endowed professorship, scholarship, or other special fund to honor a family member or valued colleague, or to leave your own legacy, to step forward.

Enhancement at a publicly supported university requires private gifts. There are many financial strategies for accomplishing this. My husband Sam and I are working on our goal of an endowed professorship in the College. What is your development vision? Either Katrina Bowers or I will be happy to discuss your goals with you. You too can feel those emotions of satisfaction, elation, and pride as you invest in the FACS future.

**There is a connection between the creative energy needed to establish a new endowment and the vision of entrepreneurs.**

# FACS

THE MAGAZINE OF THE COLLEGE OF FAMILY AND CONSUMER SCIENCES



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Spring 2002

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## The Cake Doctor Is In.



### The Cake Doctor Highlights Annual Meeting

**Anne Byrn** (BSHE '78, Home Economics and Journalism) was the featured speaker at this year's Annual Alumni Meeting. The author of the *New York Times* best-selling *The Cake Mix Doctor* and its sequel *Chocolate from The Cake Mix Doctor*, Byrn found her entrepreneurial niche when she wrote an article for the *Nashville Tennessean* in 1998 in celebration of the 50th anniversary of the cake mix. Her request that readers send their favorite "doctored-up" recipes resulted in 500 arriving in one week.

"I had never had such a passionate response to a story," she told the 100 alumni and their guests. "I knew I had found a market niche, but I didn't know if it was strictly a Southeastern phenomenon."

An informal poll of her foodwriting colleagues across the United States showed strong support for the idea.

"I used about 20 of the recipes that were sent in, but a lot of them had too many ingredients," she said. "I knew there would be some skeptics, but there are so many people who have great palettes, but still use cake mix as a starting point for their desserts."

There are 930,000 copies of *The Cake Mix Doctor* in print, and its sequel, which just came out in October 2001, had a first printing of 290,000.

Prior to going out on her own, Byrn spent 15 years as the food editor at the *Atlanta Journal-Constitution*, and several more at the *Nashville Tennessean*. ■

## Teachers and Advisors of the Year

**Karen Leonas** (Professor, Textiles, Merchandising and Interiors) has been named the University of Georgia's Outstanding Advisor/Mentor for tenure-track faculty, as well as being nominated by the University for the National Academic Advising Association awards competition. **Connie Rash** (Assistant Director, Student Services) will receive Honorable Mention in the category for non-tenure track staff. Ms. Rash also was chosen Advisor of the Year for the College. Both will be recognized at the Faculty Teaching Awards banquet in April.

Within the College, the Teachers of the Year are:

**Charlotte (Charlie) Wallinga** (Child and Family Development), **Barbara Grossman** (Foods and Nutrition), **Anne Sweaney** (Housing and Consumer Economics), and **Patricia Annis** (Textiles, Merchandising and Interiors).

The Advisors of the Year, which are initiated by student nominations, are:

**Joan Fischer** (Foods and Nutrition), **Anne Sweaney** (Housing and Consumer Economics), **Karen Leonas** (Textiles, Merchandising and Interiors), and **Connie Rash** (Student Services). ■



# making news

.. Obesity in Children... Winners...

## Winners & Honors

### Hill Award Winners

**Connie Crawley** (Extension Nutrition and Health Specialist and Public Service Associate, Foods and Nutrition) and **Debbie Purvis** (FACS County Extension Agent, Colquitt and Worth Counties) were awarded Hill Awards for their outstanding work in Public Service and Outreach during the University's annual Public Service meeting in January.

Dr. Crawley was recognized for her long-time work in establishing the UGA Cooperative Extension Service as a national leader in diabetes education. She has gained national recognition for her expertise in the development of community programs, educational materials and effective training approaches.

Ms. Purvis has developed a wide set of innovative programs throughout her career in the area of food and nutrition education. She also has established several new programs targeting the state's growing Latino population, including offering a Family Nutrition Program specifically targeting Spanish speakers. ■

### Berdanier Named Fellow

**Carolyn Berdanier** (Professor Emerita, Foods and Nutrition) has been elected as a Fellow of the American Society for Nutritional Sciences. This award is presented to scientists who have had distinguished careers in nutrition.

Dr. Berdanier spent 11 years as head of the Foods and Nutrition Department before stepping down to resume research full-time. She attained

international recognition for her discovery of one of the genes linked to the development of non-insulin dependent diabetes mellitus. Her current research interests include studies of the role of nutrients in the control of mitochondrial gene expression. In addition to her research, Dr. Berdanier also is a prolific writer and has written, edited and co-edited several bestselling books, including the *Handbook of Nutrition and Food*, a nearly 1,500 page reference that presents quantitative and qualitative data and information needed by nutritionists, dieticians and health care professionals. She also wrote *Nutrient-Gene Interactions in Health and Dis-ease*, the *CRC Desk Reference for Nutrition* and two editions of *Advanced Nutrition Micronutrients*. ■



### Donor-Scholar Recognition:

*William Flatt (Professor Emeritus, Foods and Nutrition) visits with Wanda Barrs, (BSHE '74, Home Economics Education), and Meredith Barrs (Junior, Consumer Foods) following the 2001 Donor-Scholar Recognition Ceremony November 1, 2001. Meredith received this year's Nesbitt-Flatt Scholarship.*

## Obesity Prevalence in Children Studied

The first study to establish the prevalence of overweight children in Georgia is being conducted by **Richard Lewis** (Professor, Foods and Nutrition) and a team of FACS researchers.

"We know that adult obesity and overweight is increasing in Georgia at a rate higher than other states," said Lewis. "But no one has determined the rate of overweight children in our state."

The study, funded by the Georgia Department of Human Resources and the Department of Community Health, involves gathering weight and other measurements of students in the fourth, eighth, and 11th grades in 10 Georgia counties. Based on the ratio of weight for height, a body mass index will be established for each child. Students also will complete a questionnaire regarding their nutrition and physical activity patterns.

"These measurements will allow us to determine the weight status of each child," Lewis explained. "We'll identify whether a child is at risk of being underweight, if their weight is normal, or if they're at risk for becoming overweight."

Childhood overweight can lead to high blood pressure, heart disease, and Type II diabetes in children, health conditions that were once considered adult diseases.

Based on the results, programs and interventions can be developed by Georgia policymakers to decrease the number of children who are overweight or underweight and to encourage healthier lifestyles. ■

# TrendSetta

**The slogan of Gene Toodle's company is "Trends Are Made ... Not Copied." It's a slogan that applies to this former Bulldog linebacker and FACS graduate as well.**

**By Denise Horton**

**Gene Toodle (BSFCS '98, Consumer Economics) is actually the owner** of two businesses. He and two partners are owners of Office Furniture Solutions. And, he is the sole owner of Trendsettaz, which focuses on identifying and developing new products for the "urban savvy" market.

"I started at Office Furniture Warehouse right after graduation using CAD (computer-aided drawing) programs to design modular office units," Toodle explains. "I'd learned CAD in Dr. (Anne) Sweaney's class when we were designing 'smart houses.'"

But within his first year, the owner announced he was closing the business. Two long-time employees decided to buy the business' stock and re-open and offered Toodle the opportunity to become the third partner. The new business is named Office Furniture Solutions.

"I had the choice of staying comfortable or taking a risk," he says. He took the risk.

Toodle's second business began as a search for a cap. A particular cap. The front is designed like a regular baseball cap, but the back has been cut out. The result looks a bit like a visor, but without the top of the wearer's head sticking out.

"I saw it when I was coaching a basketball game and started trying to find one to buy," he says. "It took me a year to locate the guys who had designed it. They were selling them out of their car. I thought they could do better than that."

The designers, DSGNR, agreed to make Toodle the exclusive distributor of the "Sypher" cap and Trendsettaz was begun.

Through test-marketing Toodle decided to produce the hats in school colors of all of the Southeast Conference, plus one in khaki.

"I was out on the golf course wearing one and this 65-year-old white gentleman commented on it and said he'd like one in khaki, so we've done that," Toodle says.

Selling Syphers to golfers is a bonus. Toodle is counting on young, African-American men and women being his big buyers. With that in mind, he provided caps to all of the performers at last year's "For Sisters Only" event, held at the World Congress Center. During the two-day occasion between 50,000 and 75,000 people, primarily African Americans, have the opportunity to do everything from attending health seminars to buying cars. But a prominent focus is the music that's provided.

"We gave hats to all of the performers and most of them wore them on-stage," he says. "Our website (<http://www.trendsettaz.com>) has photos of rap artist Lil Mo, DJ Chip and the other personalities of V-103 radio station, and Ray Buchanon of the Falcons all wearing Syphers," Toodle says. "We got a great response."

Although he didn't actively think about owning his own businesses prior to grad-





**Hats and desks:** Gene Toodle with samples of his two businesses.

uation (a professional football career was a serious option), Toodle's preparation dates back to his childhood.

"I started working at Blimpies making subs when I was 14. Once I started that, I realized I liked having my own money, so I kept working," he says. "I was in customer service at K-Mart when I was in high school. I guess I have a pretty friendly voice and I learned to be understanding of the customer's views."

As a UGA student, Toodle learned to juggle the multiple priorities that come with being a member of the football team.

"We would work out for two hours most mornings – lifting weights, running, doing conditioning drills. Then I would go to class," he recalls. "I remember some days being so physically exhausted that my hand shook so badly I could barely take notes."

Now, Toodle and his partners are focused on all aspects of Office Furniture Solutions, which sells a full-

range of furniture from executive office suites to the modular units that provided Toodle his start in business.

"We do everything from sales to delivery to installation to marketing," he says.

Toodle once dreamed of an exciting career with a big corporation, making lots of money and traveling the world. Today, he's content with his businesses and spending time with wife Kia and two-year-old son Cameron, living near his parents and two older brothers and two younger sisters, and coaching basketball for youngest sister Janay's team.

But, he does have dreams for his businesses.

"I'd like to see Office Furniture Solutions branch out; first with another location in Atlanta, but eventually become a national chain.

"As for Trendsetz. Right now, I'd like to see Sypher become as common of a name as visor. We'll grow from there." ■

# Dot.Com

## **She started one business, got her family involved in it, and then bought another. No mid-life crisis for Dot Williams!**

**From kudzu jelly** to "Scorned Woman" hot sauce, Dot Williams (BSHE '65 Family Development) has Georgia products to meet customers' needs whether they live down the street in Macon, on the west coast of the United States or across the Atlantic.

Williams bought "Only Georgia" Food Gift Products two years ago, a year after she embarked on her first entrepreneurial effort producing a monthly real estate guide to homes for sale in the Macon area.

"The magazine is strictly advertising," she explains. "Realty companies buy advertising and we take photos of all the homes that are for sale, design, print and distribute the publication."

While the realty magazine provided Williams an opportunity to get her feet wet as a business owner, it's clear from a short visit that Only Georgia offers Williams

an opportunity to use creativity that was noticed more than 30 years ago by a nutrition professor.

"I remember Miss Newton, who taught nutrition, telling me that I was very talented with my hands and very creative," Williams recalls. "Although my degree was in family development, the general education I received from the school gave me a background that I've drawn from throughout my life. It gave me the knowledge to make a choice."

While Williams waited until she was in her mid-fifties to begin a business, she has accumulated a lengthy resume of volunteer activities that have allowed her to hone many of the skills required of an entrepreneur, such as organizational skills, the ability to lead a group, and knowing how to set priorities.

Currently, she is the president of the Alpha Omega





**Dot Williams'**  
arms overflow with Only  
Georgia products.

Pi Foundation, a national organization dedicated to her college sorority. She also has served in a variety of positions with local, district and state garden clubs, including serving as president of the local board, as the district director, and as editor of the state newsletter and a board member of the state organization.

During the holidays, Williams and her staff — primarily daughters Julie Williams Canady and Dawn Williams Burkhalter — prepare Only Georgia boxes to go around the world.

“This year, we sent boxes to Canada, Korea, England, Scotland and several other countries,” Williams says. “There’s also the lady in California who orders our bacon on a regular basis.”

The production area for Only Georgia is tucked into a corner of *imedia*, the printing business that also involves the entire family. Formerly known as Williams and Canady Printing, *imedia* includes Williams’ husband Ron as chairman; son-in-law David Canady as president; and daughter Dawn as senior vice president/ chief financial officer.

Stacked on shelves that run the length of the production area are the products found in Only Georgia gift boxes: Pek-A-Peaches candy and Pecan Log Rolls; honey roasted peanuts and pecans dipped in white or dark chocolate, praline style or toasted; peach preserves,

peach-shaped tortilla chips, Vidalia onion dressing, and stone ground grits; and more, and more, and more.

Lining the walls are pictures of what goes in the different boxes — which range from the \$14 “Munch Box” with cookies and candy to the \$70 “A White Columns Holiday” box that includes peanut crickle, peach honey, and peach-flavored tea bags.

“I’ve always enjoyed a challenge,” Williams says of her entrepreneurial efforts. “I’m a type-A personality and I’ve always tried to exceed my limit. Every day I look forward to getting up. I have a ball.” ■

## Entrepreneurial Facts

- In 1995, there were 11.3 million self-employed people with earnings.
- 37.4 percent of them were female.
- 6 percent were African American.
- 54.5 percent were between the ages of 35-54.
- 75 percent earned less than \$25,000.
- 73 percent of the business owners were the original founders; 11 percent received the business as a gift; and more than 10 percent purchased the firm.

— Source: U.S. Small Business Administration

# Starting Gate

## **Long hours.**

It's a fact of the entrepreneurial life that Jennifer and Rob Wimberly know well. For Jennifer (BSFCS '98 Consumer Economics), the hours are spent at the Garden Gate, a home-and-garden shop in Athens that she purchased two years ago.

And, until just recently, Rob (BSFCS '98 Consumer Economics) was burning the midnight oil at a local garbage collection company he helped start at about the same time Jennifer had taken over the Garden Gate. In January, he began a new job at Waste Pro, another Athens-based garbage hauler, which is expanding into additional territories.

"I've always wanted to have my own business, but I didn't think it would happen this quickly," Jennifer says.

After graduating with a consumer economics degree in March 1998, Jennifer concentrated her efforts on her upcoming marriage to Rob in July 1998 and looking for career opportunities.

"For a while I worked part-time at Bulldog Sporting Goods, where Rob was working full-time," she explains. "Then, I was offered a job with a real estate company."

But her dream has always been to own her own business, and during the fall of 1999 that opportunity materialized when Jennifer discovered the Garden Gate was for sale. After a few false starts, Jennifer closed the deal to buy the shop on December 1, the same day she started working in it.

"It was so busy," Jennifer says of that first day. "I didn't know where anything was. I didn't know how to wrap presents, which everyone wanted since they were buying gifts for the holidays. It took me about a week just to learn my way around."

That busy December was followed by Jennifer's first buying trip in January.

"They have great things at the Atlanta Mart," she says. "They have things from all over the world. I had done some work to prepare. I knew I wanted things that were unique and a little more feminine than the previous owners stocked. I'd looked through the catalogs and had some ideas, but I still ordered way too much and spent way too much money. Once we got back to Athens and I started really looking at what all I had bought, I cancelled a lot of orders."

Now, Jennifer feels much more settled as a small business owner, although there are still surprises.

"There are always unexpected expenses," she says. "The former house where we're located was built in 1919. We've had to re-do the heating ducts and replace the plaster ceilings with sheetrock. We had to buy new office equipment, and there are

**Pause for a hug.**

**Jennifer and Rob**

**Wimberly have to**

**make time for**

**each other while**

**juggling the**

**demands of their**

**businesses.**





**Jennifer and Rob**  
smile for the camera in  
Jen's Garden Gate shop.



always the property taxes and sales and use taxes, rent and utility bills.”

Jennifer currently has two part-time employees, including FACS interior design student Mary Pullious Switzer, but she still works most days, even if it’s just a short time on her day off.

“I’m 28 years old. I would love to grow old with this shop,” Jennifer says. “This is my life. I really miss not being here.”

Although Rob isn’t an owner of Waste Pro, the skills and responsibilities he had in his former job are enhancing his new career.

“Waste Pro is an Athens company that started at about the same time as my former company,” he explains. “It’s currently buying up some smaller companies and already has sites in Florida and South Carolina. This is an opportunity to be a bigger part of a bigger company.”

Although he hadn’t thought of going into the garbage business as a college student, being in the waste disposal business is a good fit for a family and consumer sciences graduate. Consumers in the United States generate about

220 million tons of household waste annually, or about 4½ pounds per person daily.

And, Rob says, his work with Waste Pro, is e x - citing.

“There are long hours, but I like to work hard,” he says. “I use my economics background every day. I calculate the cost of every gallon of fuel we use and determine whether we can save money by driving a route one way versus another. I run numbers and formulas every day to determine how we can best be profitable.”

While they don’t know what their future will hold in terms of entrepreneurial opportunities, Jennifer and Rob agree that owning businesses at such young ages have helped them mature rapidly.

“You don’t hesitate to take on a task because you know it’s all going to fall back on you anyway,” Jennifer says. “But when I unlock that door in the morning or lock it at night after we close, there’s a great sense of satisfaction in knowing it’s mine.” ■

# SalesForce

**“This is an industry with lots of variables,” Diane Hughs says. “You have to contend with everything from earthquakes to wars to dye-lot problems.”**

## **She should have gotten an A.**

It was 1978 and Diane Hughs (BSHE ’78 Family Development) was responsible for creating a fashion show for a marketing class.

“It was a success,” she says now, laughing as she recalls the incident. “I went to that professor and argued with her for giving me a B. She told me I was too bossy. She said, ‘It would have fallen apart without you, but you’re too bossy.’”

More than 20 years later, Hughs has learned to incorporate those “bossy” tendencies into d.terrell.ltd, a direct sales clothing company that includes 175 sales representatives in 20 states.

“My degree is actually in family development,” Hughs says. “I was 15 hours away from having a double major in fashion merchandising, but pattern making stopped me cold.”

After graduating in March 1978, Hughs became a Delta flight attendant. By 1982, she had begun a small second career selling accessories.

“That was the height of the accessories trend,” she says. “I told my sister to invite her friends to her house and I’d do the rest.”

Hughs soon included clothing in her sales and by 1989 she was hiring other





**Diane Hughs** is making the grade with her direct-sales company.



## And also...

**Family and Consumer Sciences** has lots of entrepreneurs! That's what we discovered as we began researching stories for this issue. Although we're able to feature only five, we've discovered FACS entrepreneurs all over the place. Below is a brief listing of graduates who are in business for themselves.

If you're an entrepreneur, please send an email to [dhorton@arches.uga.edu](mailto:dhorton@arches.uga.edu). We would love to include additional listings in an upcoming issue of FACS Magazine.

— DENISE H. HORTON, FACS DIRECTOR OF COMMUNICATIONS

- **Melanie Bliss** (BSHE '97, Fashion Merchandising) is the co-owner of Bliss Clothing Store in Athens.
- **Terri Thompson Eager** (BSHE '76, Furnishings and Interiors) is the co-owner of three Magnolia & Ivy tea rooms with her sister Kay Snipes. The sisters opened their first tea room in 1996. They have sold one site, but are opening another inside the Sandestin, Fla., Golf and Beach Resort. They also host conferences four times a year on how to open a tearoom for profit.
- **John Earl Dillard** (BSHE '92, Hotel and Restaurant Management) works with his family in a business that dates back to 1917. The Dillard House includes the famous restaurant, 70 motel units and suites, over 25 cottages and chalets, and a modern conference center.
- **Mitch Hardeman** (BSFCS '93, Housing and Consumer Economics) is the owner of Hardeman Enterprises, a residential building company, in Athens.
- **Shannon Walsh Howell** (BSHE '95, Child and Family Development) is publisher and CEO of *Athens Parent Magazine*, which she began in 1998.
- **Ricky Lane** ('92 BSFCS, Consumer Economics and Home Management) is the owner of an Athens-area home-building company.
- **Charlie Mustard** ('97 MS, Foods and Nutrition) is the owner of Jittery Joe's Coffee Roasting Co. Charlie bought the roasting company in 1997. He now owns two Jittery Joe's coffee shops in Athens and has established another roasting business in Anderson, SC.
- **Rebecca Jane Slaton** (BSHE '87 Home Economics and Journalism) is the owner of FX Paint Studio in Overland Park, Kansas. It provides fine interior painted finishes for residential and commercial clients in the Kansas City metropolitan area.

women to host the shows in their homes. In 1993, Hughs resigned from Delta after 16 years and focused full-time on d.terrell.ltd.

Hughs' company has sales twice a year – spring and fall – and all of them take place in the sales representatives' homes. The company focuses on “lifestyle dressing” and includes everything from jackets and skirts to capris, blouses and shoes. The clothes are private-labeled and are bought from more than 30 different vendors, with some items made just for d.terrell.ltd.

“This is an industry with lots of variables,” Hughs says. “You have to contend with everything from earthquakes to wars to dye-lot problems.”

While sales only take place twice a year, Hughs spends the rest of her time wrapping up the previous sales and preparing for the next ones.

“We buy 19,000 to 20,000 units each season,” she says. “We buy about 80 percent of our products upfront, which means my purchasing agent is my right-hand person.”

Once she's chosen the next season's line, Hughs begins preparing her website and a product book for sales reps to view. Since 65-70 percent of the sales are made on the spot, Hughs has to make sure she has the appropriate sizes for the sales reps to show.

And then there are the sales representatives.

“We return about 80 percent of our sales force from season to season,” she says. “Clothes are an emotional purchase and our representatives are selling in their homes to people they know, so we have to make sure they're comfortable with the product.”

Hughs brings new sales reps to Atlanta so they can meet her and she can introduce them to the company and the items they'll be selling.

“These are not women who have to work, and if they did work, they'd be in highly successful fields,” Hughs said. “They're doing this because they want to.”

Because of that, Hughs says she treads gently when working with the sales reps.

“You have to be able to explain what you want in a way that works,” she says.

While Hughs credits her college experience with helping her in a wide variety of ways professionally, a quote from a family development professor has been a guiding force in her personal life.

“She said, ‘Every child should have some adult in their life who doesn't ask if they've brushed their teeth. Someone who will listen to them and know them as a peer,’” Hughs recalls. “I have 11 nieces and nephews and I've tried to be that person to every one of them.” ■



# FACS FACTS

## Alumni Notes

### 1950s

**Mary Sue Roane Duckworth** (BSHE '59) and her brother, Lewis Roane, operate "The Old Store" in Tiger. She retired from teaching elementary school in Tiger in 1994.

### 1960s

**Merry Creel Taylor** (BSHE '69, Home Economics Education) is a County Extension Director and Family and Consumer Sciences county faculty for the Suwannee County Extension Office in Live Oak, Florida.

### 1970s

**Jeanette Cadwell** (BSHE '73, Home Economics Education) has retired from the University of Georgia. She served 28 years as a FACS County Agent, most recently for Pulaski, Dodge and Bleckley counties.

**Kathy Chester-Burton** (BSHE '77, Home Economics Education) teaches family

and consumer sciences at Banneker High School in College Park, Georgia.

**Susan Johnson Harrell** (BSHE '72, General Home Economics) has retired from the University of Georgia as District Extension Head for the North District of the Cooperative Extension Service. She was with UGA for more than 28 years. She is now working with the College of Family and Consumer Sciences establishing grant funding for outreach programs.

**Rose A. Simmons** (BSHE '75, Home Economics Education) has retired from the University of Georgia Cooperative Extension Service where she served as Accountability Coordinator. She was with UGA for more than 26 years.

**Earline C. Sanders** (BSHE '71 Experimental Foods, MS '73 Home Economics) has retired from her position as a 4-H Agent in Calhoun County with the University of Georgia Cooperative Extension

Service. She had nearly 28 years of service.

### 1980s

**Timothy Powell** (BSHE '87, Consumer Economics and Home Management) is a pilot with Continental Airlines.

**Pam Goldstein Sanchez** (BSHE '84, Consumer Economics and Home Management) was the winner of one of five "Kitchen of the Year" awards that were recently featured in *Atlanta Homes and Lifestyles* magazine.

**Suzanna Smith** (Ph.D. '88, Child and Family Development) is an associate professor in the Department of Family, Youth, and Community Sciences at the University of Florida in Gainesville.

**Gena Paulk Tyler** (BSHE '86, Home Economics Education, MEd '87, Home Economics Education) and her husband, Greg, announce the birth of their daughter, Sydney Faith, born on January 5, 2002. Sydney joins two older brothers, Jordan and Caleb.

### 1990s

**Robyn Baxter** (BSFCS '99, Child and Family Development, MEd '01, Family and Consumer Sciences Education) teaches Family and Consumer Sciences at Burney Harris Lyons Middle School in Athens.

**Emily Ann Beasley** (BSFCS '98, Child and Family Development) married Robert Cecil Beasley on October 6, 2001. Emily works with Schering-Plough Pharmaceuticals in Atlanta.

**Shawanda Daniel** (BSFCS '99, Child and Family Development) is working as a Clinical Research Associate for Theradex, a cancer research organization in Atlanta. She earned a master's degree in public health from Morehouse School of Medicine in May 2001.

**Sidney R. Dennis** (BSFCS '94, Consumer Economics) is a sales representative with Bobby Jones Ford Company, Inc. in Augusta.

**Abby Moore Elmore** (BSFCS '93, Con-



**College of Family and Consumer Sciences Deans and Department Heads (L-R) Dr. David Wright, Department Head, Child and Family Development; Dr. Brenda Cude, Department Head, Housing and Consumer Economics; Dr. Jan Hathcote, Associate Dean, Teaching and Research; Dr. Sharon Nickols, Dean, College of Family and Consumer Sciences; Dr. Tom Rodgers, Associate Dean, Outreach and Public Service; Dr. Rebecca Mullis, Department Head, Foods and Nutrition; Dr. Ian Hardin, Department Head, Textiles Merchandising and Interiors.** [PHOTO BY ROBERT NEWCOMB, GEORGIA CENTER FOR CONTINUING EDUCATION]

sumer Economics, MEd '95, Home Economics Education) is a Realtor Associate with Jenny Pruitt and Associates Realtors in Atlanta.

**Jan Massey Hall** (BSHE '90, Child and Family Development-Early Childhood Education) owns Gregory's Toy Chest in Fayetteville, Georgia.

**Mitch Hardeman** (BSFCS '93, Housing and Consumer Economics) is the owner of Hardeman Enterprises, a residential building company, in Athens.

**Kennita Kind** (MS '95, Clothing and Textiles, Interiors and Furnishings; PhD '99, Housing and Consumer Economics), an Assistant Professor in the Department of Textiles and Consumer Sciences at Florida State University in Tallahassee, was recently featured on the cover of *Florida Trend* business magazine in connection with a story highlighting the importance of private funding in attracting rising academic stars to FSU. She also has been awarded a \$10,000 First Year Faculty Member Research Award for this summer.

**Heather Malcom** (BSHE '89, Home Economics and Journalism, MS '91, Child

and Family Development) is the Associate Director of Development at the Terry College of Business at the University of Georgia.

**Jennifer Brubaker McIlvain** (BSFCS '98, Child and Family Development) is the project manager for Offset Atlanta, a commercial printing company in Norcross. She married Jason McIlvain on December 29, 2001.

**Franklin "Dusty" Roach** (BSFCS '99, Consumer Economics) is a project manager/estimator for Addison Steel, Inc. in Buford.

**Geri Stahl** (BSFCS '98, Child and Family Development) is the training coordinator for the American Cancer Society's "Look and Feel Better" program. She lives in Atlanta.

**Amanda "Amy" Smith Story** (BSFCS '97, Child and Family Development) and her husband, Craig, announce the birth of their daughter, Emma Grace, on June 11, 2001.

**Stacia Jan Tison** (BSFCS '99, Dietetics) married James Brandon McGuirt on June 16, 2001. The couple lives in Lawrenceville where Stacia is employed at Children's Healthcare of Atlanta at Scottish Rite.

**Jennifer Griffis Waters** (BSFCS '98, Child and Family Development) is an Inclusion Specialist for Quality Care for Children in Atlanta. Her work includes helping parents of children with special needs find child care that is inclusive. She also provides training to child care providers on how to include children with disabilities in their programs.

**2000s**

**Stacey Robertson Cooke** (BSFCS '00, Child and Family Development) is a special education assistant with Johnson Park Elementary School in Princeton, NJ.

**Tammy K. Cook** (MS '01, Child and Family Development) is a Community Care Services Program Specialist with the Atlanta Regional Commission. Community Care is a state Medicaid waiver program that offers an alternative to nursing home placement for older adults and people with disabilities.

**Lauren Stiles Foster** (BSFCS '01, Housing) is a relationship banker with Branch Banking and Trust Co. in Charlotte, NC.

**Laurel J. Gulish** (PhD '01, Child and

## *Dorothea Edwards Left a Ray of Sunshine*

**Giving was important to Dorothea Edwards.** Throughout her life she gave of herself in many ways, including spending 35 years as a faculty member in the College.

But Mrs. Edwards also contributed of herself after her death on February 4, 2002, at the age of 80.

In addition to being an organ donor, Mrs. Edwards had told her family she also wanted to donate her pacemaker. Although person-to-person donations of pacemakers are prohibited by federal regulations, Mrs. Edwards' wish was fulfilled when it was given to Sunshine, a 9-year-old German shepherd.

Sunshine, which is owned by John and Cindy Wren of Buford, received her first pacemaker three years ago after experiencing fainting spells that were traced to an irregular heartbeat. But, when her fainting spells resumed in December, veterinarians determined that a replacement was needed soon.

Sunshine came in a week after Mrs. Edwards' pacemaker had arrived at the UGA College of Veterinary Medicine.

"She was in the right place at the right time," John Wren told newspaper reporters who wrote about the gift.

In addition to helping Sunshine, Mrs. Edwards' donation likely has helped many other pets by drawing attention to the opportunity for pacemaker donation. Because of the cost of a new pacemaker — between \$4,000 and \$6,000 — few pet owners can afford them. Although manufacturers donate a few each year, there are still many pets who don't receive the needed device. Sunshine's story, however, was publicized in newspapers throughout Georgia and also was featured on ABC's World News Tonight.

In a letter to the College, Mrs. Edwards' daughter, Mahla Swinford, said she was pleased that her mother's donation proved to be a "ray of Sunshine."





Family Development) is with the Center for Child Well-Being in Decatur.

**Yinghao "Micky" Li** (MS, Housing and Consumer Economics) will receive this year's American Council on Consumer Interests Thesis Award. His major professor was Jinkook Lee (associate professor, HACE).

**Maria Maddox** (BSFCS '01, Dietetics) has been accepted into the University of Georgia Law School.

**Jason Payne** (BSFCS '01, Consumer Economics) is an assistant golf coach at Georgia Southern University in Statesboro.

**Torri Perry** (BSFCS '01, Consumer Economics) is an independent consultant with Tastefully Simple in Athens.

**Marlo Rouse-Arnett** (PhD '01, Child and Family Development) is an assistant professor in the Department of Family and Consumer Sciences at Georgia Southern State University in Statesboro.

**Kathleen Green Raleigh** (PhD '01, Child and Family Development) has a post-doctoral fellowship with the community prevention program of the U.S. Centers for Disease Control in Atlanta.

**Brent Sapp** (BSFCS '00, Dietetics) married Heather Marie Carpenter in November at the State Botanical Garden in Athens. Brent is working as a dietitian at Montgomery Regional Hospital in Christiansburg, Va.

**Amy Lewis Sloan** (BSFCS '01, Nutrition Science) married Cpl. Michael David Sloan of North Topsail Beach, NC, November 3, 2001. The couple currently lives in North Topsail Beach.

**Lee Page Ammons Stivers** (BSFCS '01, Furnishings and Interiors) is an interior designer with Chatham Interiors in Athens.

## Faculty & Staff

**Julia Atilas** (Senior Academic Professional, Child and Family Development) was named the 2001 Educator of the Year by the Georgia Association on Young Children.

**Brenda Cude** (Department Head, Housing

## IN MEMORIAM



MARY KESLER ADAIR  
(BSHE '46)  
June 19, 2001

LEONA SMITH ADAMS  
(BSHE '26)  
January 4, 2001

CLARICE MILLER ALFORD  
(BSHE '35)  
August 5, 2001

VIRGINIA FREY BAILEY  
(BSHE '38)  
November 14, 2001

MARILYN ADAMS  
BLACKMON  
(BSHE '53)  
May 6, 2001

VIRGINIA OWENS BROWN  
(BSHE '48)  
July 22, 2001

LETTY PEARL KEATON  
BURTON  
(BSHE '34)  
November 13, 2001

HOLLY GERRELL CORDERO  
(BSHE '81)  
June 24, 2001

CLARA BALDWIN COURSON  
(BSHE '40)  
February 27, 2001

DIXIE STEGALL DAVIS  
(BSHE '82)  
March 19, 2001

WINIFRED SECKINGER  
DORRIS  
(BSHE '47)  
August 17, 2001

BARBARA FIELIS ELLIOTT  
(BSHE '39)  
May 15, 2001

BETTY RUCKER GRIGGS  
(BSHE '40)  
January 12, 2001

LEE GOOLSBY HARRELL  
(BSHE '43)  
March 21, 2001

ERNESTINE HEAD JERNIGAN  
(BSHE '30, MSHE '37)  
Date Unknown

PEGGY GARRETTE KENDRICK  
(BSHE '38)  
September 22, 2001

LAURA BROWN LANDRUM  
(BSHE '32)  
October 22, 2001

GAYLE CROOM LEE  
(BSHE '52)  
July 25, 2001

CAROLYNE CLEMENTS LOGUE  
(BSHE '36)  
July 12, 2001

MARY HUGULEY MARTIN  
(BSHE '30)  
May 24, 2001

JEANNE LYONS MATHIS  
(BSHE '34)  
June 29, 2001

EVELYN REYNOLDS  
MCCRARY  
(BSHE '38)  
June 12, 2001

NANCY HARDY MORTON  
(BSHE '38)  
February 11, 2001

ESTELLE ADDISON  
PENNINGTON  
(BSHE '44)  
November 11, 2001

MYRA WARREN PLATT  
(BSHE '36)  
June 9, 2001

BETTY ANN NIXON POWER  
(BSHE '60)  
November 29, 2000

MARGARET CAIN PRINCE  
(BSHE '39)  
May 28, 2001

RUTH HARRISON RESSEAU  
(BSHE '32)  
March 7, 2001

SARA SCOTT ROANE  
(BSHE '48)  
June 18, 2001

CAROLYN BETTS ROGERS  
(BSHE '39)  
July 26, 2001

EDDIE BURSON SMITH  
(BSHE '33)  
May 14, 2001

TROY ALAN STARK  
(BSFCS '96)  
June 1, 2001

MARGARET NORTHINGTON  
STOKEL  
(BSHE '41)  
May 13, 2001

DOROTHY HOWARD TYE  
(BSHE '32)  
January 4, 2001

MILDRED POWELL WADE  
(BSHE '49)  
September 18, 2001

MARTHA ELIZABETH HOOD  
WATKINS  
(BSHE '37)  
January 16, 2002

ANNELLE WILLIAMSON  
WHITE  
(BSHE '44)  
February 19, 2001

LILA JEAN WILLINGHAM  
(BSHE '62)  
December 24, 2001

and Consumer Economics) was sworn in January 29 as a member of the Advisory Board to Gov. Roy Barnes' Office of Consumer Affairs.

**Wanda Grogan** (Professor, Retired Housing and Consumer Economics) was featured in the December issue of *Athens*

*Magazine* for her community service. The article discusses the many projects Dr. Grogan coordinated as Director of FACS continuing education and public service programs, as well as Alumni Relations. The article is titled "A Bevy of Butterflies." Dr. Grogan provided the inspiration for Leadership FACS, which

was initiated in the early 1990s and continues with an annual retreat each fall.

**Koralalage "Jay" Sunil Upali Jayaratne** has joined the College as an Evaluation Specialist. His primary responsibility is to work with state and county faculty to design, deliver, document and communicate effective outreach and Extension programs.

**Julia Marlowe** (Associate Professor, Housing and Consumer Economics), **Julia Atilas** (Senior Academic Professional, Child and Family Development) and **Becky Olson** (Director, McPhaul Child Development Center) have received IDEAS grants from the Vice President for Public Service and Outreach to address an issue of global significance. Dr. Marlowe's grant is titled, "Enhancing the Cultural Awareness of Students, Public Service/Outreach Faculty, and Others who Work with Georgia's Latino Immigrants." Dr. Atilas and Ms. Olson's grant is titled, "What Can We Learn from Reggio Emilia? Sharing This Teaching Approach with Northeast Georgia Early Childhood Professionals."

**Elaine Pittman** (Teacher, McPhaul Children's Center) was named the 2001 Child Caregiver of the year by the Georgia Association on Young Children. Ms. Pittman is the Lead Teacher for older toddlers at the McPhaul Center.

**Tom Rodgers** (Associate Dean, Outreach and Public Service) has been named to the advisory committee of the Georgia Department of Community Affairs' Housing Finance Division. This committee was formed by DCA Commissioner Jim Higdon to provide input and advice to the division on its current programs and future activities.

**Michael Rupured** (Consumer Economics Specialist, Housing and Consumer Economics) has been named co-chair of Georgia's Consumer Fraud Task Force. In addition, the program, "Making Every Dollar Count" has been selected for inclusion on the Family Development and Resource Management website as a "Program of Excellence." It can be viewed at the FDRM website: <http://www.reeusda.gov/f4hn/fdrm/fdrm.htm>.

**Gay Sheppard** is the new Program Development Specialist for the West and Central Extension Districts. She formerly was based in Americus as the FACS county agent for Marion, Schley and Sumter counties. Sheppard has a master's degree in social administration from Georgia Southwestern



**Jean and Ray Bauerband flank long-time UGA tennis coach Dan McGill during the FACS Presidents Club/Heritage Society luncheon at the UGA Tennis Hall of Fame in January. Afterward, the the 40 members adjourned to the Coliseum to watch the Gym Dawgs meet.**

State University and a bachelor's of science degree in Home Economics from Georgia Southern. Her work will focus on supporting FACS agents and subject-matter specialists in program development to ensure quality and consistency throughout the state.

**Mark Toomey** (Network Administrator, Computer Services) has been named a Certified Novell Engineer. CNE certification is a benchmark in the instructional technology industry that requires completion of a series of courses and tests.

**Charles Yang** (Professor, Textiles, Merchandising, and Interiors) has received a U.S. Patent for "Formaldehyde-Free Flame Retardant Treatment for Cellulose-Containing Materials." This is Dr. Yang's third patent.

## Students

**Brooke Benford** (Senior, CFD-ECE, Pre-K) was recognized by the Georgia Association on Young Children as the 2001 Student of the Year. This award is given to the outstanding child development/early childhood student in a four-year degree program.

**Ashley Lynne Kilpatrick** (Senior, Fashion Merchandising) has been selected as the TriDelta Fraternity traveling management consultant for the next year. In this position, she will work with all officers, advisers and university administrators to assess collegiate chapter programming and operations, as well as educating and training chapter officers on all fraternity operations and management and serving as financial consultant for chapter financial officers and advisers.

## Athena Awards

Two FACS alumnae were among the six nominees for The Athena Award at this year's Athens Area Chamber of Commerce annual meeting. **Tammy Tate Gilland** (BSHE

'88, Home Economics and Journalism) and **Shannon Walsh Howell** (BSHE '95, Child and Family Development) were among the professional women nominated for the award, which recognizes an individual who has demonstrated excellence in work, a commitment to the community, and a penchant for encouraging and assisting other women in their professional fields.

Ms. Gilland is director of resource operations for the UGA Office of Development. Her activities have included serving as president of the Junior League of Athens; serving on the Chamber's Women in Business Council; and working with the Child Watch Coalition, Youth Leadership Athens, The Young Women's Christian Organization, and the Athens Regional Medical Center Foundation.

Ms. Howell is publisher and chief executive officer of *Athens Parent Magazine*, which has sponsored and supported a variety of local family events and fundraisers. She also has worked with the Athens Area Cancer Auxiliary, Sandy Creek Nature Center, the March of Dimes, and Safe Kids of Georgia.

## FACS Retirees

Several Family and Consumer Sciences County Extension Agents have retired recently. They include: **Jeanette Cadwell** (Public Service Associate for Pulaski, Dodge and Bleckley counties) with 28 years; **Rhonda Coleman** (Public Service Assistant for Early, Miller and Calhoun counties) with 28 years; **Helen Gamble** (Public Service Assistant for Whitfield, Murray and Catoosa counties) with more than 26 years; **Joy Johnson** (Senior Public Service Associate for Polk, Haralson and Carroll counties) with nearly 28 years; **Rosalynn Joseph** (Public Service Associate for Gwinnett, Cobb, Fulton and DeKalb counties) with more than 25 years; **Mary Joyce Parker** (Public Service Associate for Dooly, Crisp and Wilcox counties) with 27 years; and **Martha Weston** (Public Service Assistant in Dougherty County) with nearly 27 years.

### County Extension Openings

Position openings for Family and Consumer Sciences County agents throughout the state are posted at <http://www.fcs.uga.edu/college/jobs.html>.

### Tailgate's Coming!

South Campus Tailgate will be held September 28, 2002, when the Dawgs square off against the New Mexico State Aggies. Look for more details in coming weeks. ■



# Giving in Uncertain Times



*FACS Director of Development  
Katrina L. Bowers*

**Over the past few months** I have frequently been asked by our alumni and friends, “How has the September 11 tragedy affected giving at our College?” Obviously, charitable organizations have been affected as a whole not only by the terrorists attacks, but also by a slumping economy. But how?

Immediately following the tragedy, there was an outpouring of philanthropic efforts. Surveys show that donors view these contributions as over and above their normal giving. According to an Independent Sector poll released just four weeks after the tragedy, 70 percent of Americans reported charitable involvement in some way: 58 percent gave money to charities, 13 percent gave blood and 11 percent gave time. I think this is phenomenal and is indicative of the generous hearts of Americans. The hearts of FACS donors beat with this same generosity.

Our most active period of donations is in November and December as people make their year-end gifts anticipating tax deductions. We did, however, see similar trends to those reported in the Chronicle of Higher Education, which stated that giving to academic institutions dropped 30-40 percent in October of 2001. But overall, we saw no negative change in gifts for 2001 for our College.

As our phonathon program wraps up this month, we are encouraged that we are meeting and perhaps exceeding last year’s totals in new pledges. Indeed, donors to our College may have increased their gifts as a result of the tragedy recognizing how important it is to invest in the things we do.

Nationwide, wealthier donors have sensed what a lagging economy could mean to charities and are pitching in with bigger gifts. For example, at the John G. Shedd Aquarium in Chicago, the trustees wrote handwritten notes and identified 300 potential new donors which led to a 29 percent increase over the 2000 fund campaign.

The University of Tennessee at Chattanooga received a pledge of \$25 million from a local resident. This unrestricted gift is the largest gift an individual has made to a public college or university in Tennessee.

Looking ahead, we may have reason to be concerned about the support that comes from foundations and corporations. The weak economy and stock-market declines have shrunk foundation and corporate assets, while the economy’s troubles have cut into government budgets. In this context, your individual and collective support is needed now more than ever.

Bottom line: The individual is and always will be our greatest source of support. We are seeing leaders emerge within our alumni base because they know that it’s time for leadership. It isn’t surprising that over 200 people gave to our new International Study Award fund honoring Dean Sharon Nickols or that she along with her husband, Sam, are creating an endowment on their own. Former Dean Emily Pou left her legacy through a scholarship endowment as well as in other ways. Former faculty members such as Drs. Elizabeth Sheerer, Roy Martin, Jim Peifer, Dick Endsley and Esther Maddux continue to show leadership through their donations to established endowments.

June and Bill Flatt are creating a charitable gift annuity to benefit our College. Ray and Jean Griffeth Bauerband joined the Presidents Club for the first time this year. Bonnie Stephens Petersen and her husband, Clark, became Legislative Aide donors at a significant level. There are MANY of you who have increased your support in various ways, some through money, some through time. You know that you are making a difference with each step and you sense the need to give at a maximum level.

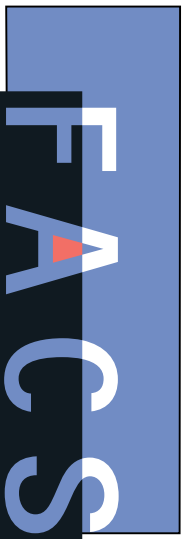
Leadership emerges when needs arise. In uncertain times, it’s heart warming to watch leaders emerge among our own alumni. Now is the time to consider establishing that endowment you have dreamed of, creating or updating your will and including the College in those plans, or simply substantially increasing your gift over last year. We need more leaders, won’t you join us?

**Katrina L. Bowers is Director of Development and Alumni Relations for the College of Family and Consumer Sciences. For more information on how to give a current or deferred gift, please contact Katrina at (706) 542-4946, by email at [kbowers@fcs.uga.edu](mailto:kbowers@fcs.uga.edu), or write to her at FACS, 224 Dawson Hall, UGA, Athens, GA 30602.**



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